

YOUR LOCAL WOOLWORTH IN DUBLIN IS NOW ANOTHER GREAT WOOLCO DEPT. STORE OFFERING ONE-STOP- SHOPPING AT LOW DISCOUNT PRICES!

Because we want to be your favorite store!

Woolco GRAND OPENING

ON WEDNESDAY

April 1st at 9:30 A.M.
an exciting new
one-stop-shopping
Woolco Dept. Store
opens in Dublin

there's more to Woolco
than just the
best prices around

Check the big selections
of nationally famous brands.



SEE 12 PAGES OF
FABULOUS OPENING VALUES!



SHOP MONDAY THRU SATURDAY 9:30 A.M. TO 9:30 P.M. SUNDAY 1 TO 6 P.M.

DUBLIN SHOPPING MALL

Highway 80 West
DUBLIN, GEORGIA

BUY WITH CONFIDENCE!

SATISFACTION GUARANTEED!

REPLACEMENT OR MONEY BACK GUARANTEED

New Woolco
is part of
huge chain

A familiar local retailing outlet is undergoing a transformation which when completed will bring to Dublin a new dimension to shopping.

The large Woolworth outlet in Dublin Mall is scheduled to reopen on April 1, as a full-line Woolco discount department store, joining a chain of 340 others in the country. Together Woolworth and Woolco stores in the United States form an operating division of the F.W. Woolworth Co. which also owns the Kinney Store Corporation and Richman Brothers clothing.

"Although traditional Woolworth stores and Woolcos function under distinctly different retailing formats, there are over 40 Woolworth outlets in the country—such as the former Dublin unit—which are closely similar to smaller versions of the company's discount stores," the chain's Southeastern Regional Vice President, Winfrey K. King, said.

These larger Woolworths provide not only the staple merchandise typical of basic variety stores but also such lines as major appliances, furniture, automotive parts and accessories along with wearing apparel.

"As such these large Woolworth stores are the most adaptable to the Woolco format and where market conditions warrant such conversions they are being changed so that customers, such as those in Dublin, be afforded the still wider merchandise selections offered through our typical Woolco operation," King said.

The Dublin Woolco will carry upgraded lines of apparel, shoes and fashion accessories; major appliances and consumer electronic products; leisure time merchandise such as cameras and sporting goods; do-it-yourself products, including paints, hardware and tools; auto accessories and a wide variety of other merchandise most commonly found in department stores.

"While the former Dublin store was representative of the company's largest and most fully stocked group of Woolworth units, under the Woolco name, the facility will nevertheless be distinctly different in several key merchandising areas," King said.

"Woolco's apparel buying group in New York, for example, is working closely with our regional office merchandise specialists in Atlanta and as a result of their combined expertise Dublin shoppers will be afforded a still greater variety of up-to-date, fashion-oriented lines of wearables. This will be particularly evident in ladies and children's wear departments with men's and boys' wear also reflecting the up-to-the-minute tastes and style preferences in apparel."

In general, merchandise selections throughout the store will be much broader and assortments upgraded in all departments, he noted. As is typical in all Woolco stores in the country, the Dublin unit will place strong emphasis on household goods, particular in the area of domestics, such as linens, towels and curtains.

Retailers
kept discount
stores alive

Discount stores have come a long way. And its due mainly to the expertise and know how of some of the major names in U.S. retailing that the concept didn't die an early death. Through their foresighted efforts the concept has flourished to become what is now a viable shopping alternative for the value conscious.

First introduced back in the late 1950's, discount store shopping in most early instances meant visiting disorganized garages or warehouses where merchandise selections followed no rhyme or reason. What was available one day wouldn't necessarily be there the next. While prices were appealingly low the selections were haphazard and exceedingly limited. Then too, one had to always keep a close eye out for what was inferior and shoddy.

For these reasons those early, what were to be "fly-by-night", discounters carried little appeal—with the discriminating shopper.

The whole idea could have easily become a part of merchandising history had not some of the country's long-established retailing organizations—such as F.W. Woolworth—perceived the long-range potentials inherent to the approach.

What the public was introduced to from the very first Woolco stores were thoroughly modern, extensively stocked retail establishments that featured all of the amenities and services expected by shoppers if they were to be counted on as loyal, repeat business customers.

"The initial response was tremendous," notes Charles L. Kline, general manager of the U.S. Woolworth-Woolco division of the huge international retailer, F.W. Woolworth.

"Those early customers upon entering a Woolco knew immediately they would not be shopping in a warehouse environment, where merchandise was piled on counters, where no sales help would be in sight, and where it was 'cash and carry,' with no guarantees, refunds or exchanges," Kline notes today.